

ORDER



KLAS

Orders Order / Rev: 37555
Alt Order #: 08879243
Product Desc: Horsford/DCCC
Estimate: 2011
Flight Dates: 10/12/12 - 10/18/12
Original Date / Rev: 10/09/12 / 10/16/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
1010 Wisconsin Ave NW
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Horsford - DCCC
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	51	\$48,540.00	\$41,259.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$48,540.00	\$41,259.00	0.00
Totals	51	\$48,540.00	\$41,259.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones			Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$48,540.00
Market	100%	\$161,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$40,450.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,090.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/15/12	10/18/12	8 News Now 5a M-F	CM	5-6a	MTWT---	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 NEWS NOW															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/12/12		10/18/12		MTWT---		2		\$225.00		0.00					
E 2	8	10/15/12	10/18/12	8 News Now 6a M-F	CM	6-7a	MTWT---	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
8 News Now 6a M-F															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 NEWS NOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	MTWTF---			2	\$275.00		0.00							
E 3	8	10/15/12	10/18/12	CBS This Morning	7-9a CM	7-9a			MTWTF---	:30	3	\$200.00	LV2	0.00	NM	3	\$600.00
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	MTWTF---			3	\$200.00		0.00							
E 5	8	10/14/12	10/14/12	Face The Nation	CM	Face The Nation	-----S			:30	1	\$400.00	LV2	0.00	NM	1	\$400.00
FACE THE NATION																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S			1	\$400.00		0.00							
E 6	8	10/12/12	10/18/12	Live w/Kelly	CM	9-10a			MTWTF--	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
LIVE! WITH KELLY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	MTWTF--			2	\$300.00		0.00							
E 8	8	10/12/12	10/12/12	Y&R	CM	11a-12p			----F--	:30	1	\$550.00	LV2	0.00	NM	1	\$550.00
Young & Restless																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	----F--			1	\$550.00		0.00							
E 9	8	10/12/12	10/18/12	8 News Now	Noon M-F	CM	12-1230p		MTWTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
8 NEWS NOW AT NOON																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	MTWTF--			2	\$325.00		0.00							
E 10	8	10/15/12	10/18/12	1230-2p Soaps/ LMAD	CM	1230-2p			MTWTF---	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
LET'S MAKE A DEAL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	MTWTF---			1	\$375.00		0.00							
E 12	8	10/12/12	10/18/12	Ellen	CM	3-4p			MTWTF--	:30	2	\$425.00	LV2	0.00	NM	2	\$850.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	MTWTF--			2	\$425.00		0.00							
E 13	8	10/12/12	10/18/12	8 News Now	4p M-F	CM	4-5p		11112--	:30	6	\$1,575.00	LV1	0.00	NM	6	\$9,450.00
8 NEWS NOW AT 4PM & 430PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	11112--			6	\$1,575.00		0.00							
E 14	8	10/12/12	10/18/12	8 News Now	5-630p M-FCM	5-630p			11112--	:30	6	\$1,750.00	LV1	0.00	NM	6	\$10,500.00
8 NEWS NOW ROTATION																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/12/12	10/18/12	11112--			6	\$1,750.00		0.00							
E 17	8	10/15/12	10/15/12	Mon 8-9p	CM	8-9p			M-----	:30	1	\$1,400.00	LV4	0.00	NM	4	\$4,950.00
How I Met Mother/ Partners																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----			1	\$1,400.00		0.00							

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E 17	8	10/15/12	10/15/12	Mon 8-9p How Met Mother/ Partners	CM	8-9p (8:00 PM-9:00 PM)	M-----	:30	1	\$1,400.00	LV4	0.00	NM	4	\$4,950.00	
HOW I MET MOTHER/ PARTNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 Mon 8-9p																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/15/12-10/21/12	Mon 8-9p			8-9p		(8:00 PM-9:00 PM)		:30	(\$1,400.00)	0.00	NM			
See MG 17.2,17.3,17.4,17.5 [due to oversold - LM]																
2	8	10/17/12-10/18/12	8 News Now 4p	M-F		4-5p			--wTh----	:30	\$1,575.00	0.00	NM			
(M) MG for 23.1,22.1,19.1,17.1																
3	8	10/17/12-10/18/12	8 News Now 4p	M-F		4-5p			--wTh----	:30	(\$1,575.00)	0.00	NM			
(M) See MG 17.6																
4	8	10/17/12-10/18/12	8 News Now 5-630p	M-F		5-630p			--wTh----	:30	\$1,750.00	0.00	NM			
(M) MG for 23.1,22.1,19.1,17.1																
5	8	10/17/12-10/18/12	8 News Now 4-5a			4-5a			--wTh----	:30	\$50.00	0.00	NM			
(M) MG for 23.1,22.1,19.1,17.1																
6	8	10/18/12-10/18/12	8 News Now 4p	M-F		430-5p		(4:30 PM-5:00 P---Th----		:30	\$1,575.00	0.00	NM			
(M) MG for 17.3 10/18																
E 18	8	10/16/12	10/16/12	Tue 8-9p NCIS	CM	8-9p		-T-----	:30	1	\$1,800.00	LV4	0.00	NM	1	\$1,800.00
NCIS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 -T-----																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/15/12-10/21/12	Wed 8-9p			8-9p			--W-----	:30	(\$1,700.00)	0.00	NM			
See MG 17.2,17.3,17.4,17.5 [Due Oversold - Lowest LUR - bco]																
E 19	8	10/17/12	10/17/12	Wed 8-9p Survivor: Philippines	CM	8-9p		--W----	:30	1	\$1,700.00	LV4	0.00	NM	0	\$0.00
SURVIVOR 25																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 --W----																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/15/12-10/21/12	Wed 8-9p			8-9p			--W-----	:30	(\$1,700.00)	0.00	NM			
See MG 17.2,17.3,17.4,17.5 [Due Oversold - Lowest LUR - bco]																
E 20	8	10/18/12	10/18/12	Thu 8-9p Big Bang / 2 1/2 Men"	CM	8-9p		---T---	:30	1	\$1,900.00	LV4	0.00	NM	1	\$1,900.00
Big Bang/ 2.5 Men																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/15/12 - 10/21/12 ---T---																
E 21	8	10/12/12	10/12/12	Fri 8-9p CSI: NY	CM	8-9p		----F--	:30	1	\$1,000.00	LV4	0.00	NM	1	\$1,000.00
CSI: NY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/08/12 - 10/14/12 ----F--																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/08/12-10/14/12	Fri 8-9p			8-9p			----F----	:30	(\$1,000.00)	0.00	NM			
See MG 21.2																
2	8	10/08/12-10/14/12	Fri 9-10p			9-10p			----F----	:30	\$1,000.00	0.00	NM			
(M) MG for 21.1 10/12 [okay per Misty to move to correct time period - LM]																
E 22	8	10/12/12	10/12/12	Fri 10-11p Blue Bloods	CM	10-11p		----F--	:30	1	\$1,200.00	LV4	0.00	NM	0	\$0.00
BLUE BLOODS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
Week: 10/08/12 - 10/14/12 ----F--																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/08/12-10/14/12	Fri 10-11p			10-11p			----F--	:30	(\$1,200.00)	0.00	NM			
See MG 17.2,17.3,17.4,17.5 [Oversold due political / LUR - bco]																
E 23	8	10/13/12	10/13/12	Sat 10-11p 48 Hours Mystery	CM	10-11P		----S-	:30	1	\$650.00	LV4	0.00	NM	0	\$0.00

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48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-			1	\$650.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
1	8	10/08/12-10/14/12	Sat 10-11p			10-11P				-----Sa--	:30	(\$650.00)	0.00	NM	
See MG 17.2, 17.3, 17.4, 17.5 [due to oversold upon entry - LM]															
E 24	8	10/14/12	10/14/12	Sun 7-8p	CM	7-8p			-----S	:30	1	\$1,500.00	LV2	0.00	NM
60 Minutes															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S			1	\$1,500.00	0.00						
E 25	8	10/12/12	10/18/12	8 News Now 11p M-F	CM	11-1135p			11--1--	:30	3	\$2,100.00	LV1	0.00	NM
8 News Now 11p M-F															
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/12/12	10/18/12	MTWTF--			3	\$2,100.00	0.00						
E 26	8	10/13/12	10/14/12	8 News Now 11p Sa/SuCM	CM	11-1135P			-----SS	:30	1	\$1,225.00	LV1	0.00	NM
8 News Now Sa/Su 11p															
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----SS			1	\$1,225.00	0.00						
E 28	8	10/15/12	10/18/12	Craig Ferguson	CM	1237a-137a			MTWT---	:30	3	\$125.00	LV2	0.00	NM
Craig Ferguson															
(12:37 XM-1:37 XM)															
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/12/12	10/18/12	MTWT---			3	\$125.00	0.00						
N 32	8	10/13/12	10/13/12	NCAA Football	CM	NCAA College Foo	-----S-	:30			2	\$1,050.00	LV1	0.00	NM
NCAA College Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-			2	\$1,050.00	0.00						
N 33	8	10/13/12	10/13/12	Sat Prime Special	CM	730-10p			-----S-	:30	2	\$500.00	LV2	0.00	NM
KLAS Movie: The Fan															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-			2	\$500.00	0.00						
N 34	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p			-----S-	:30	2	\$225.00	LV2	0.00	NM
8 News Now Sat 5-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-			2	\$225.00	0.00						
N 35	8	10/14/12	10/14/12	8 News Now Sun AM #2CM	CM	8 News Now Sun A	-----S	:30			1	\$350.00	LV2	0.00	NM
8 News Now Sun AM #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S			1	\$350.00	0.00						
N 36	8	10/14/12	10/14/12	Sun 4-5P Elec Playgrou	CM	4-5p			-----S	:30	1	\$615.00	LV1	0.00	NM
QGM 4-5p Electric Playrnd 2x															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S			1	\$615.00	0.00						